

ER 61-1877/a

21 MAR 1961

✓ *and*  
Mr. Arthur Hull Hayes  
President, CBS Radio  
485 Madison Avenue  
New York 22, New York

Dear Mr. Hayes:

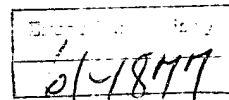
Thank you for your letter of 7 March 1961, and with it your listing of the numerous special broadcasts which the CBS Radio Network has achieved during the past year.

Your progress report is most interesting and informative, and I appreciate your calling it to my attention.

Sincerely,  
SIGNED

Allen W. Dulles  
Director

STAT  
*mpc*  
[redacted]  
O/DCI/SJGrogan: abk (20 Mar 61)  
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Orig - Add  
1 - DCI via/read  
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① - ER w/basic  
2 - SJGrogan



# CBS RADIO

*A Division of Columbia Broadcasting System, Inc.*

485 MADISON AVENUE, NEW YORK 22, NEW YORK • PLAZA 1-2345

ARTHUR HULL HAYES

*President*

March 7, 1961

Dear Mr. Dulles:

Late in 1960, the CBS Radio Network took a significant step forward in network radio programming. Because the changes were, we believe, strongly in the public interest, and also because they may well herald a trend, I thought you would want to be informed of them.

In essence, the new CBS Radio schedule (which became effective November 28) gives unprecedented importance to news, informational and public affairs programming.

First, Monday through Friday hourly news broadcasts were increased from five to ten minutes in length. This makes it possible to go beyond headline summaries, to supply the listener with detailed coverage of national and international developments. The ten-minute news format is in use, so far, in 77 news broadcasts each week.

Second, the network has introduced 19 new information programs. These total 43 individual broadcasts a week, and some representative titles are: "A Woman's Washington" with Nancy Hanschman; "The Week in Space" with Charles Von Fremd; "The Moscow Scene" with Marvin Kalb.

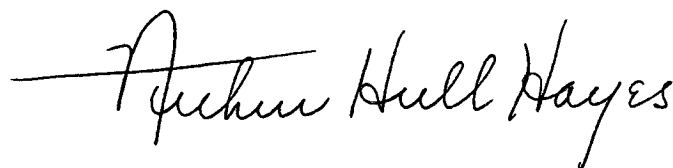
Third, the network is continuing - and expanding - one of the program functions we consider of prime importance in today's world, the instantaneous coverage of news events everywhere in the world. These, of course, are over and above our regular weekly schedule. In the general category of special broadcasts, the network presented 237 such programs during 1960. Perhaps the most notable among them was the coverage of Nikita Khrushchev's explosive three-hour press conference in Paris last May - a broadcast widely acclaimed for the light it shed on Soviet leadership and tactics. You may be interested in the attached complete listing of special broadcasts of all kinds on this network last year.

Finally, we have retained, in the new schedule, many presentations considered to be outstanding in various program categories. In news, "World News Roundup" every morning and "The World Tonight" each evening are two examples. In music, the New York Philharmonic, Cleveland Orchestra and others. In public affairs, "Capitol Cloakroom" and "The Leading Question." And light entertainment as provided by such personalities as Arthur Godfrey, Bing Crosby, Garry Moore and the like.

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I have taken the liberty of bringing to your attention this summary of our network's new program endeavors for two reasons. One is to give you an up-to-date indication of the vigorous program activity now going on at just one radio network. The other reason is to invite your comments, to ask for your ideas on how radio can improve its service to you, and to the public, in the future.

Sincerely,

A handwritten signature in cursive script, reading "Arthur Hull Hayes". The signature is written in dark ink and is positioned to the right of the typed name.

Enc.

The Honorable Allen W. Dulles  
Director, Central Intelligence Agency  
Washington 25  
District of Columbia

add. to ref 61-1877

CBS RADIO NETWORK SPECIAL BROADCASTS

January 1 - December 31, 1960

<u>DATE</u>	<u>PROGRAM</u>	<u>LENGTH IN MINUTES</u>
1/1	Orange Bowl Game	169
1/1	Cotton Bowl Game	178
1/3	"The Year Gone By"	110
1/3	"Big News of '59"	55
1/4	News Appraisal, 1960: Daniel Schorr on Russia	15
1/5	News Appraisal, 1960: Winston Burdett on the Middle East	15
1/5	The Hidden Revolution: "Twentieth Century Nomads"	30
1/6	News Appraisal, 1960: Peter Kalischer on the Far East	15
1/7	President Eisenhower, State of the Union Address	60
1/7	News Appraisal, 1960: Eric Sevareid on Great Britain	15
1/8	News Appraisal, 1960: David Schoenbrun on France	15
1/31	Space Survey, 1960	55
2/1	"How Should We Pay for Better Schools?"	25
2/2	The Hidden Revolution: "Economics in Wonderland"	30
2/5	Washington Hearing: The Missile Controversy	25
2/11	Senator Thruston B. Morton, Lincoln Day Address	25
2/12	"The Face on the Penny": A Tribute to Lincoln	25
2/18	Secretary Herter, National Press Club Address	25
2/18-2/28	Winter Olympics (11 broadcasts)	55
2/21	President Eisenhower, National Defense and Latin America	15
2/21	"The Revolution in Diet"	25
2/24	Voice of Democracy Awards	15
2/28	"Industry's Challenge in the Space Age"	25
3/1	Annual Papal Message: Blessing to American Children	10
3/4	Review of President Eisenhower's South American Trip	25
3/8	President Eisenhower's Report on His South American Trip	15
3/8	The Hidden Revolution: "Education Limited"	30
3/10	The Civil Rights Fight	25
3/13	"A Ballad of North and South"	55
3/22	"A Positive Approach to Old Age"	25
3/26	Sebring Sports Car Races (8 broadcasts)	80
3/27	The Great Challenge: "Can We Improve Education for Leadership?"	55
3/29	"It's Time to Be Counted"	25
4/3	The Great Challenge: "How Can You Get Things Done in a Democracy?"	55
4/4	Secretary Herter, NAB Luncheon Address	25

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<u>DATE</u>	<u>PROGRAM</u>	<u>LENGTH IN MINUTES</u>
4/5	The Wisconsin Primaries	45
4/5	The Hidden Revolution: "The Cool Rebellion"	30
4/6	Preview of Masters Golf Tournament	15
4/6-4/10	Masters Golf Tournament (6 broadcasts)	125
4/10	The Great Challenge: "What Role Can the Mass Media Play in Producing Effective Leadership?"	55
4/17	Hollywood Bowl Easter Sunrise Service	60
4/17	Shrine of the Immaculate Conception Easter Service	55
4/22	Dr. Frank Stanton, American Society of Newspaper Editors Address	25
4/23	President Charles de Gaulle, National Press Club Address	55
4/24	Highlights, AFL-CIO World Affairs Conference	55
4/28	"The Death Penalty and Caryl Chessman"	45
4/30	Harry S. Truman	30
5/2	President Eisenhower: Mutual Security	30
5/3	"How Good Is Our Food?"	30
5/5	Secretary Flemming: Medicare Program for the Aged	15
5/6	British Royal Wedding (2 broadcasts)	40
5/7	Kentucky Derby	15
5/8	"Forbidden Truth" (Radio Free Europe)	25
5/11	President Eisenhower's News Conference, Highlights	25
5/13	"Reduction of World Tensions"	25
5/15	Prelude to the Summit	25
5/16	Reports on the Summit (3 broadcasts)	50
5/17	Reports on the Summit (2 broadcasts)	25
5/18	Premier Khrushchev's Paris News Conference, and Comment	180
5/18	Premier Khrushchev's Paris News Conference, and Comment (repeat)	180
5/19	Foreign Press Views the Summit	25
5/20	President Eisenhower's Arrival in Washington	30
5/20	Senate Hearings on Communications	25
5/21	The Preakness	15
5/23	U.N. Security Council (2 broadcasts)	102
5/24	U.N. Security Council (5 broadcasts)	145
5/25	U.N. Security Council (4 broadcasts)	76
5/25	President Eisenhower	30
5/26	U.N. Security Council (3 broadcasts)	94
5/27	U.N. Security Council (2 broadcasts)	23
5/28	Norman Thomas, Socialist Party Convention	25
6/1	Adlai Stevenson Address	30
6/3	"How Effective Is an Intellectual in Our Society?"	55
6/4, 6/5	World Jazz Series, New York (2 broadcasts)	110
6/5	President Eisenhower: Notre Dame Commencement Address	25

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<u>DATE</u>	<u>PROGRAM</u>	<u>LENGTH IN MINUTES</u>
6/8	Secretary Herter: University of Pittsburgh Commencement	25
6/9	National Spelling Bee Finals	25
6/11	Belmont Stakes	15
6/12	"The Fall of France"	55
6/16	Report of the President's Interrupted Far East Trip	25
6/23	Highlights of the President's Far East Trip	25
6/24	"The War in Korea"	55
6/27	President Eisenhower's Report on Far East Trip	30
6/30	"The Fall of France" (repeat)	55
7/1-7/4	World Jazz Series, Newport (4 broadcasts)	220
7/2	Harry S. Truman, News Conference	25
7/4	Senator John F. Kennedy, News Conference	35
7/5	Senator Lyndon B. Johnson, News Conference	45
7/5	Prelude to the Gavel (Democratic Convention)	25
7/6	Prelude to the Gavel	25
7/7	Prelude to the Gavel	25
7/8	Prelude to the Gavel	25
7/10	Convention Preview	25
7/11-7/15	Democratic Convention (6 broadcasts)	1,521
7/18	Governor Nelson Rockefeller, News Conference	15
7/18	And Now the Elephant (Republican Convention)	25
7/19	And Now the Elephant	25
7/20	And Now the Elephant	25
7/21	And Now the Elephant	25
7/22	And Now the Elephant	25
7/24	Convention Preview	25
7/25-7/28	Republican Convention (5 broadcasts)	1,130
7/29-7/31	World Jazz Series, Evansville (3 broadcasts)	165
8/7	Lippmann on Leadership	55
8/8	The Congress Returns	25
8/14	Soap Box Derby	15
8/19-8/21	World Jazz Series, Detroit (3 broadcasts)	165
8/26-8/28	World Jazz Series, Philadelphia (3 broadcasts)	165
8/26	"Voters on the Move"	25
9/5	Labor Day Address - Walter Reuther	15
9/11	Race Relations in the Sixties	25
9/12	"Power of the Democratic Idea"	25
9/13	Presidential Countdown	30
9/15	1960 Community Fund Campaign - President Eisenhower	3
9/19	Premier Khrushchev's Arrival in New York	43

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<u>DATE</u>	<u>PROGRAM</u>	<u>LENGTH IN MINUTES</u>
9/19	Crossroads at the U.N.	15
9/20	Presidential Countdown	30
9/20	Crossroads at the U.N.	15
9/21	Crossroads at the U.N.	15
9/22	President Eisenhower's Address to the U.N.	55
9/22	Crossroads at the U.N.	15
9/23	Premier Khrushchev's Address to the U.N.	73
9/23	Crossroads at the U.N.	15
9/23	U.S. Foreign Policy; Secretary Herter	30
9/25-12/18	New York Giants Football (12 broadcasts)	2,021
9/26	Crossroads at the U.N.	15
9/26	National Conference of Catholic Charities, President Eisenhower	30
9/27	Crossroads at the U.N.	15
9/27	Presidential Countdown	30
9/28	Crossroads at the U.N.	15
9/29	Crossroads at the U.N.	15
9/29	Prime Minister Macmillan's Address to the U.N.	70
9/30	Crossroads at the U.N.	15
10/3	Premier Khrushchev and Prime Minister Nehru, U.N.	124
10/3	Secretary-General Hammarskjold at the U.N.	20
10/4	Presidential Countdown	30
10/5	U.N. Evening Session on Neutral Nations' Resolution	51
10/9	"The Battle of Britain"	55
10/11	Presidential Countdown	30
10/17	"National and International Economy": President Eisenhower	35
10/18	Presidential Countdown	30
10/23	"Trial by Crisis" - 15th Anniversary of the U.N.	50
10/23	"How Healthy Are Americans?"	25
10/23	Pittsburgh at Washington Pro Football	179
10/25	Presidential Countdown	30
11/1	Presidential Countdown	30
11/5	Presidential Countdown	30
11/6	"Songs of Our Politics"	55
11/8	Election Returns	624
11/9	President-Elect Kennedy's Election Statement	15
11/18	"A Look at the Soviet Economy"	25
11/20	Christmas Music	20
11/22	"Business Knows No Borders" - August Heckscher	25
11/25	"How Can the Security of the Free World Be Maintained?"	25
12/18	Christmas in Polish Song	83

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<u>DATE</u>	<u>PROGRAM</u>	<u>LENGTH IN MINUTES</u>
12/18	University of New Hampshire Concert Choir	93
12/19	Symphonic Choir, State University of New York	96
12/20	Choir of the University of Colorado	103
12/21	University of Wichita Singers	104
12/22	Christmas Candlelight Service, Boise, Idaho	94
12/23	Lighting the Nation's Christmas Tree	113
12/23	Laurentian Singers of St. Lawrence University	98
12/24	Christmas Sing with Bing	45
12/24	The Watchers	80
12/24	Christmas in Union Square	90
12/24	SACLANT-NATO Christmas Chorus	83
12/24	Armed Forces Greetings	76
12/24	Douglas Edwards' Report from the North Pole	100
12/24	Handel's "The Messiah"	113
12/28	The Sciences in Communist China	55



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UNCLASSIFIED		CONFIDENTIAL	SECRET
CENTRAL INTELLIGENCE AGENCY OFFICIAL ROUTING SLIP			
TO	NAME AND ADDRESS	INITIALS	DATE
1	[Redacted]		MAR 9 1961
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ACTION		DIRECT REPLY	<input checked="" type="checkbox"/> PREPARE REPLY
APPROVAL		DISPATCH	RECOMMENDATION
COMMENT		FILE	RETURN
CONCURRENCE		<input checked="" type="checkbox"/> INFORMATION	SIGNATURE

Remarks:

For your information and preparation of  
an appropriate reply for the Director's signature.

STAT

SUSPENSE: 16 March 1961

FOLD HERE TO RETURN TO SENDER	
FROM: NAME, ADDRESS AND PHONE NO.	DATE
[Redacted] Asst. to the DCI	3/8/61